

Marketing Education

Equipment Resource Guide

Commonwealth of Virginia
Department of Education
Richmond, VA 23218

July 1, 2005

EQUIPMENT AND WORK STATION

DEFINITIONS AND CLARIFICATIONS

DEFINITIONS

- A. "Equipment" means any instrument, machine, apparatus, or set of articles that meets all of the following criteria:
1. It retains its original shape, appearance, and character with use;
 2. It does not lose its identity through fabrication or incorporation into a different or more complex unit or substance;
 3. It is non-expendable;
 4. Under normal use, it can be expected to serve its principal purpose for at least one year; and
 5. Excludes supplies and materials as defined by the Virginia Department of Planning and Budget's Expenditure Structure, Part II.A 1300, Supplies and Materials, May, 2000.
- B. "Work station" means an area in a classroom/laboratory that includes the necessary environment, instructional and consumable materials and equipment to enable each student to accomplish competencies within a career and technical education course.

CLARIFICATIONS

- C. Students who use computers as the primary device for classroom or laboratory instruction should have access to such equipment on a one-to-one ratio.
- D. Software and/or courseware should be networked or installed on each individual computer.
- E. Use of tool kits/sets for classroom/laboratory use should be provided on a one-to-one ratio.
- F. Equipment, including tool kits/sets used for individual or group instruction should be provided in sufficient numbers to ensure that each student has the opportunity to obtain the essential competencies within an allowed instructional time frame.
- G. "Modular Laboratory" means an environment that is organized such that students rotate among content modules in which all of the instructional materials and equipment are provided, requiring minimal assistance or instruction from the teacher. Modular equipment is usually designed for a maximum of two students per workstation.

Marketing Education
Equipment List Abbreviations

ALL	All Programs
GM	General Marketing
AA	Apparel and Accessories
INET	Internet Marketing
HTR	Hospitality, Travel, and Recreation
ENT	Entrepreneurship
MM	Marketing Management
SER	Sports, Entertainment, and Recreation
COM	Classroom on the Mall
IM	International Marketing

MARKETING
EQUIPMENT LIST
CLASSROOM/LAB FURNITURE AND FIXTURES

NO.	ITEM	ALL	GM	AA	HTR	ENT	MM	SER	COM	IM	INET
1	BOOKCASE (large)	2	2	2	2	2	2	2	2	2	2
2	BOOKCASE (small)	2	2	2	2	2	2	2	2	2	2
3	BULLETIN BOARD	2	2	2	2	2	2	2	2	2	2
4	CABINET, MEDIA STORAGE (wheels and lock optional)	1	1	1	1	1	1	1	1	1	1
5	CABINET, MATERIALS STORAGE (wheels and lock optional)	2	2	2	2	2	2	2	2	2	2
6	CART, EQUIPMENT/ MEDIA (wheels and lock optional)	2	2	2	2	2	2	2	2	2	2
7	CHAIR, COMPUTER	15	15	15	15	15	15	15	15	15	20
8	CHAIR, STUDENT*	20-24*	20-24*	20-24*	20-24*	24	24	20-24*	24	24	20
9	DISPLAY CASE	1	1	1	1	1	1	1	1	1	1
10	DISPLAY WINDOW	1	1	1	1	1	1	1	1	1	1
11	DRY ERASE BOARD WITH EASEL (or wall mounted)	1	1	1	1	1	1	1	1	1	1
12	FILING CABINET (lateral/upright; tall/short; lock optional)	4	4	4	4	4	4	4	4	4	4
13	LECTERN	1	1	1	1	1	1	1	1	1	1
14	DISPLAY FORMS**	1	1	1	1	1	1	1	1	1	0
15	MIRROR (optional)	1	1	1	1	1	1	1	1	1	0
16	PODIUM	1	1	1	1	1	1	1	1	1	1
17	RACK, PERIODICALS	1	1	1	1	1	1	1	1	1	1
18	SHELVING, MODULAR (various sizes/configurations)	1	1	1	1	1	1	1	1	1	1
19	TABLE, COMPUTER	10	10	10	10	10	10	10	10	10	20
20	TABLE, CONFERENCE	1	1	1	1	1	1	1	1	1	1
21	TABLE (two students per table)*	10-12	10-12	10-12	10-12	12	12	10-12	12	12	10

***Marketing cooperative education** courses have an average of 20 students with a maximum enrollment of 24 students (see *CTE Coop Guidelines for Administrators*) and include the following courses: Marketing; Advanced Marketing; Fashion Marketing; Advanced Fashion Marketing; Hotel/Motel Marketing; Advanced Hotel/Motel Marketing; Sports, Entertainment, and Recreation Marketing; Advanced Sports, Entertainment, and Recreation Marketing; Travel/Tourism Marketing; Advanced Travel/Tourism Marketing; and Financial Services Marketing. Therefore, the maximum number of students' chairs is 24 for these courses, and the maximum number of students' tables (two students per table) is 12. If individual student tables are used, the maximum number is 24 for cooperative education courses. Consideration may be given to modular tables/desks that can be configured to facilitate student learning teams.

**The trend is toward T-forms and semi-realistic, more abstract mannequins that have molded hair (without wigs). European displays that do not use mannequins are also used.

MARKETING
EQUIPMENT LIST
CLASSROOM/LAB INSTRUCTIONAL MEDIA

[illegible]

MARKETING
EQUIPMENT LIST
CLASSROOM/LAB INSTRUCTIONAL MEDIA

NO.	ITEM	ALL	GM	AA	HTR	ENT	MM	SER	COM	IM	INET
21	VISUAL PRESENTER*** (e.g., Elmo)	1	1	1	1	1	1	1	1	1	1
22	COMPUTER AND COLOR MONITOR**** (desktop or tower case; 250 watts power supply, .28 XVGGA, 17-inch monitor; 700 MHz CPU [Pentium 4 for PC machine or MAC, equivalent]; 128 MB RAM, sound card with speakers; 10/100 NIC [network interface card] for networked machines; DVD or CD-ROM drive and a DVD drive with video and sound-out capability, and/or recordable/rewriteable CD-ROM drive; 1.44 floppy drive [PC machines]; 2 USB ports; mouse; keyboard; remote-controlled keyboard and mouse for classroom projected computers)	15	15	15	15	15	15	15	15	15	20
23	COMPUTER, NOTEBOOK/LAPTOP**** (Intel Pentium 4 700 MHz, 12.1-inch active matrix XGA color display, 1024 x 768 resolution; 128 MB RAM; integrated 16-bit sound; built-in microphone speakers; full-size keyboard; 10/100 NIC [network interface card] [built-in or PC MCI]; minimum 4 GB hard-drive and one Type II PC card slot; integrated 1.44 floppy diskette drive; CD-ROM drive and DVD or recordable/rewriteable CD-ROM drive)	1	1	1	1	1	1	1	1	1	1

*Adhere to local school policy regarding the purchase of laser pointers.

**Allow adequate number of printers for computers.

***Allow one projector and screen per classroom.

****Although these specifications are the latest as of 7/1/2005, check with VDOE Marketing Specialist for computer specifications after 12/31/2005.

MARKETING
EQUIPMENT LIST
CLASSROOM/LAB (MISCELLANEOUS)

NO.	ITEM	ALL	GM	AA	HTR	ENT	MM	SER	COM	IM	INET
1	CALCULATORS (if computers are not available)	20-24	20-24	20-24	20-24	20-24	20-24	20-24	20-24	20-24	20-24
2	SOFTWARE (integrated software, word processing software, spreadsheet software, database software, electronic presentation software, graphics design software, desktop publishing software, business simulation software--i.e., Office XP or higher)	*	*	*	*	*	*	*	*	*	*
3	STAPLER (electric/manual)	2	2	2	2	2	2	2	2	2	2
4	WALL DISPLAY UNIT WITH ACCESSORIES (pegboard, grid, etc.)	2	2	2	2	2	2	2	2	2	2

*Adhere to local school policy regarding purchase of software packages or software site licenses.

MARKETING
EQUIPMENT LIST
OFFICE (MISCELLANEOUS)

NO.	ITEM	ALL	GM	AA	HTR	ENT	MM	SER	COM	IM	INET
1	CASES/TRAYS/ORGANIZERS FOR MEDIA STORAGE (Provide adequate media storage devices for each teacher.)	1	1	1	1	1	1	1	1	1	1
2	COMPUTER* (one per teacher)	1	1	1	1	1	1	1	1	1	1
3	COPIER W/MAINTENANCE AGREEMENT	1	1	1	1	1	1	1	1	1	1
4	COPY HOLDER (one per teacher)	1	1	1	1	1	1	1	1	1	1
5	FILTER, ANTI-GLARE (for computer screen; one per teacher)	1	1	1	1	1	1	1	1	1	1
6	HOLE PUNCH (2-/3-hole; manual/electric; one each per teacher)	1	1	1	1	1	1	1	1	1	1
7	MODEM**	1	1	1	1	1	1	1	1	1	1
8	PAPER CUTTER	1	1	1	1	1	1	1	1	1	1
9	PENCIL SHARPENER (electric)	1	1	1	1	1	1	1	1	1	1
10	PRINTER, LASER (networked)	1	1	1	1	1	1	1	1	1	1
11	TELEPHONE INDEX	1	1	1	1	1	1	1	1	1	1
12	SOFTWARE*** (integrated software, word processing software, spreadsheet software, database software, electronic presentation software, graphics design software, business simulation software--i.e., Office XP or higher	***	***	***	***	***	***	***	***	***	***
13	STAPLER (electric/manual)	1	1	1	1	1	1	1	1	1	1
14	SURGE PROTECTOR****	1	1	1	1	1	1	1	1	1	1
15	TAPE DISPENSER	1	1	1	1	1	1	1	1	1	1
16	TELEPHONE WITH ANSWERING MACHINE (dedicated line for voice communication)	1	1	1	1	1	1	1	1	1	1
17	TELEPHONE (dedicated line for FAX/MODEM)	1	1	1	1	1	1	1	1	1	1

*See computer specifications listed on classroom/lab equipment list, page 3.

**Allow one modem for each computer if computer does not have built-in modem or is not networked.

***Adhere to local school policy regarding purchase of software packages or software site license.

****Allow one surge protector for each dedicated telephone line, printer, and non-networked computer.

MARKETING
EQUIPMENT LIST
OFFICE FURNITURE AND FIXTURES

NO.	ITEM	ALL	GM	AA	HTR	ENT	MM	SER	COM	IM	INET
1	BOOKCASE (small/large)	2	2	2	2	2	2	2	2	2	2
2	BULLETIN BOARD (one per teacher)	1	1	1	1	1	1	1	1	1	1
3	CABINET, MATERIALS STORAGE (lock and wheels optional)	1	1	1	1	1	1	1	1	1	1
4	CHAIR, COMPUTER	1	1	1	1	1	1	1	1	1	1
5	CHAIR, DESK	1	1	1	1	1	1	1	1	1	1
6	CHAIR, GUEST	1	1	1	1	1	1	1	1	1	1
7	COMPUTER WORK STATION	1	1	1	1	1	1	1	1	1	1
8	DESK, OFFICE (with lock)	1	1	1	1	1	1	1	1	1	1
9	FILING CABINET (lateral/upright, tall/short; lock optional)	2	2	2	2	2	2	2	2	2	2
10	TABLE, COMPUTER	1	1	1	1	1	1	1	1	1	1

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